

Serial Number: 08/414,281
Art Unit: 2514

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information required for redemption and do not need to retrieve anything from memory.

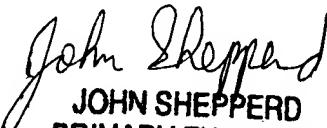
6. Metts 5,369,571 disclose a system to collect demographic data with purchases that does not require a card check or the like as the operator merely enters demographic data with the transaction.

7. Silverschotz et al 5,137,304 discloses a individually coded coupon.

8. Pruchnicki 5,185,695 disclose a paperless coupon system that has a coupon list file. However, there is only one file as in the Safeway club and, there is no need for a coded circular to address one of several files.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Shepperd whose telephone number is (703) 308-0091.

John Shepperd
March 29, 1996


JOHN SHEPPERD
PRIMARY EXAMINER
GROUP 2500